

Message Text

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E.O. 11652: N/A

TAGS: BEXP, YO, US, PFOR

SUBJECT: USG PARTICIPATION IN ZAGREB INTERNATIONAL FALL FAIR

1. TWO RANKING OFFICIALS FROM THE ZAGREB FAIR CALLED AT THEIR REQUEST ON THE CONSUL GENERAL AND BPAO TODAY, AUGUST 3, TO MAKE REPRESENTATIONS AIMED AT GAINING CONTINUED USG PARTICIPATION AT THE ANNUAL ZAGREB INTERNATIONAL FALL FAIR. THE DIRECTOR OF THE COMMERCIAL DEPARTMENT, STANKO ZLATARIC, AND THE DIRECTOR FOR FOREIGN EXHIBITORS, ZDRAVKA MARUSIC, HIGHLIGHTED THE CURRENT FAVORABLE STATE OF US-YUGOSLAVIA ECONOMIC RELATIONS AND NOTED THAT DOW CHEMICAL WILL FOR THE FIRST TIME PARTICIPATE IN THE FAIR. ZLATARIC AND MARUSIC DREW SPECIAL ATTENTION TO THE FACT THAT THE 10-YEAR LEASE FOR THE US PAVILLION ENDS THIS YEAR. THEY EXPRESSED CONCERN THAT THE US MIGHT NOT CONTINUE TO PARTICIPATE AND POINTED OUT THAT ALL OTHER MAJOR PARTICIPATING WESTERN AND EASTERN EUROPEAN COUNTRIES HAVE ALREADY CONVEYED WORD TO THE FAIR AUTHORITIES THAT THEY WILL EXHIBIT OVER THE NEXT 5 YEARS. IN AN EFFORT TO ENCOURAGE CONTINUED US PARTICIPATION, THEY INDICATED THEIR WILLINGNESS TO LEASE THE PRESENT US PAVILLION AT FAVORABLE TERMS AND/OR TO DISCUSS ANY USG PROPOSALS.

2. MARUSIC SAID THE FAIR AUTHORITIES WERE FULLY SYMPATHETIC TO THE US DEPARTMENT OF COMMERCE'S POLICY TO PARTICIPATE IN SPECIALIZED VERTICAL FAIRS RATHER THAN HORIZONTAL. IN THIS CONNECTION HE SAID THAT THE FAIR MANAGEMENT WAS MOVING IN THAT DIRECTION AND DESCRIBED THIS YEAR'S NEW PAVILLION OF 30,000 SQUARE METERS WHICH WILL HOUSE THE YUGOSLAV FOOD AND RELATED INDUSTRIES. MARUSIC STATED

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THAT THERE ARE PLANS TO CONSTRUCT A SIMILARLY LARGE PAVILLION FOR

INTERNATINAL EXHIBITORS.

3. RECOGNIZING THAT THE USG WILL SOON HAVE TO MAKE BUDGETARY DECISIONS IF IT IS TO EXHIBIT IN 1977, THEY CONVEYED THE INTEREST OF THE FAIR'S DIRECTOR GENERAL, JURICIC, TO MEET WITH USIA AND DEPARTMENT OF COMMERCE OFFICIALS EITHER HERE OR IN WASHINGTON TO DISCUSS FUTURE COLLABORATION. THEY REITERATED THAT CONTINUED USG PARTICIPATION AT THE ZAGREB FALL FAIR WOULD SYMBOLIZE ONGOING US-YUGOSLAV ECONOMIC COOPERATION AND IN FACT PROVIDE A STIMULUS FOR FUTURE GROWTH. KAISER

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